

# Hello!

You're probably here because you need help **convincing your parents** to get you a Mac for college.

Don't worry, **you're not alone**. Many parents haven't yet realized the value of Mac.

This presentation is designed to change that with an abundance of **parent-persuading arguments**.

# Before you begin

Text in **red** requires customization.

To further optimize based on your major and audience, additional slides can be found in the **Appendix**.

Don't forget to **delete** the Presentation Tips and **hide** these introductory slides before you begin.

You'll see soulless legal lines on some slides. We can't legally advise you to delete them, but we can't stop you either.

**Good Luck.** But given the persuasive powers of this template... we doubt you'll need it.

# Why I Need a Mac for College

A PRESENTATION BY  
**[NAME]**

## **Presentation Tip**

On this slide, we recommend using a heartfelt photo that pertains to your educational journey. If your parents are going to loosen up their purse strings, we'll first need to tug on their heartstrings.



# welcom

e!

And thank you for being here today.  
Even though it's your house.

# It's been a long road...

Homework, late nights, exams, GPA stress, college tours, applications...

We've laughed, we've cried - especially when **[fun anecdote about your academic journey]** - and now, it's time to take the next step.

# College

And while I'd love to bring you,  
my beloved parents, to college  
with me, I can't. **Bummer, I**  
**know.**

So a **laptop** will have to suffice as my sidekick as I walk the long, rigorous road to **academic success**.

**But not just any laptop...**

I need aMac.



# In this presentation, you'll find **thoroughly researched** **evidence** about the **superiority of Mac.**

- ✓ Built to be extremely reliable and durable
- ✓ Designed to last through college and beyond
- ✓ Seamlessly runs multiple programs at once
- ✓ Compatible with my major
- ✓ Will help enhance both my academic and professional growth

But ok,  
I know  
what you're  
thinking.



MacBook Air 13"

from  
**\$999.00**



Sure, it might be a hearty investment of initial capital...

But a Mac is  
**worth it.**



When you account for all the benefits of a Mac, buying a cheaper laptop could actually end up **costing you more** over time.

According to *PCMag*,  
Mac is the **most  
reliable laptop.**

Meaning a Mac  
can last me  
through college  
and beyond.



**Presentation Tip**

Adjust based on how long you expect to use and look after your laptop. Example provided is for illustrative purposes only.

Hypothetically, if I have my Mac for **[5]** years,  
**\$999**  
over **[5]** years is equal  
to...



**Presentation Tip**

Update calculation based on number of years on slide 16.

**\$16.65 / month**

**Presentation Tip**

Replace with your parents' guilty pleasure or service they probably spend a little too much money on.

That's **less** than you spend on **[candles]** every month.

What's more valuable? My education, or your beloved **[vanilla lavender sandalwood]**?

But hold the phone, Mac's actually an even better deal for students.

MacBook Air 13"

~~\$999.00~~

from **\$899.00**



**Presentation Tip**

Update calculation based  
on number of years on  
slide 16.

So actually, it's  
**\$14.98** only/month!

I'm no Business  
major, but that  
seems like good ROI  
to me.

**Presentation Tip**

If you do indeed intend to be a Business major, please adjust accordingly.

After I graduate, I'll likely be thriving in a **highly illustrious, respectable career.**

That means this is **the last time** I'll ever ask you for a laptop.

**95% of Mac  
owners are  
satisfied with  
their purchase.**

For comparison, only **83%** of  
people would be satisfied  
having pepperoni pizza for  
dinner.



And pepperoni pizza is  
incredible.

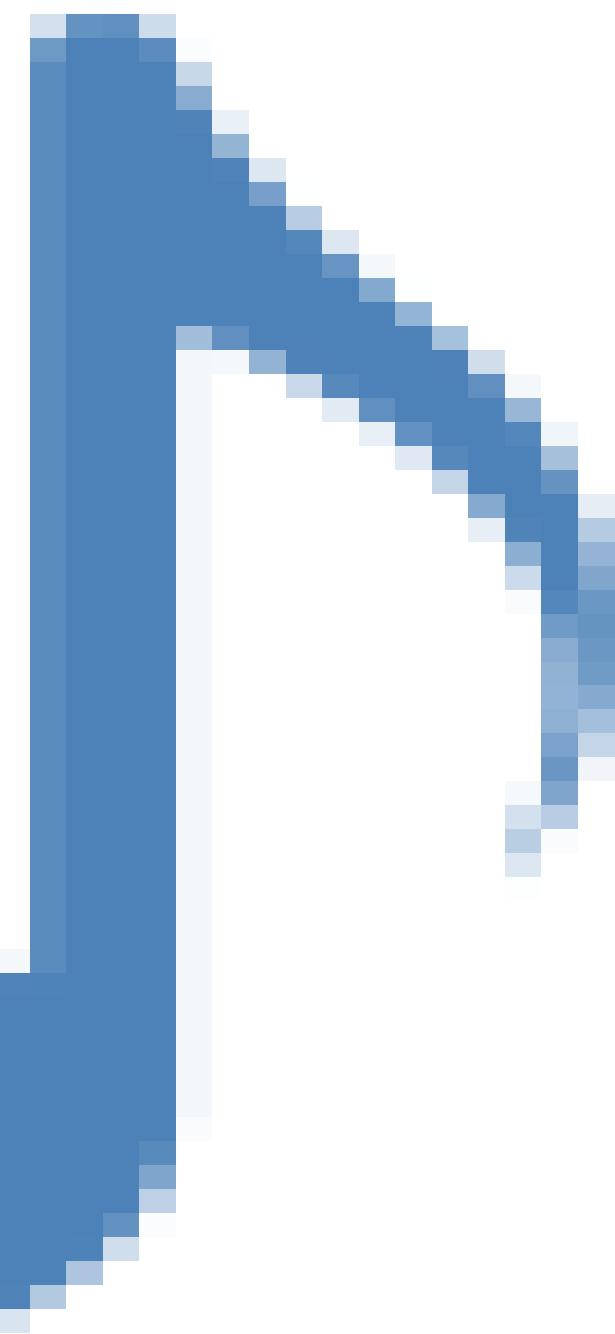
Speaking of pepperoni, Mac has a **durable aluminum enclosure**, which is great, because you never know what life will throw at you.

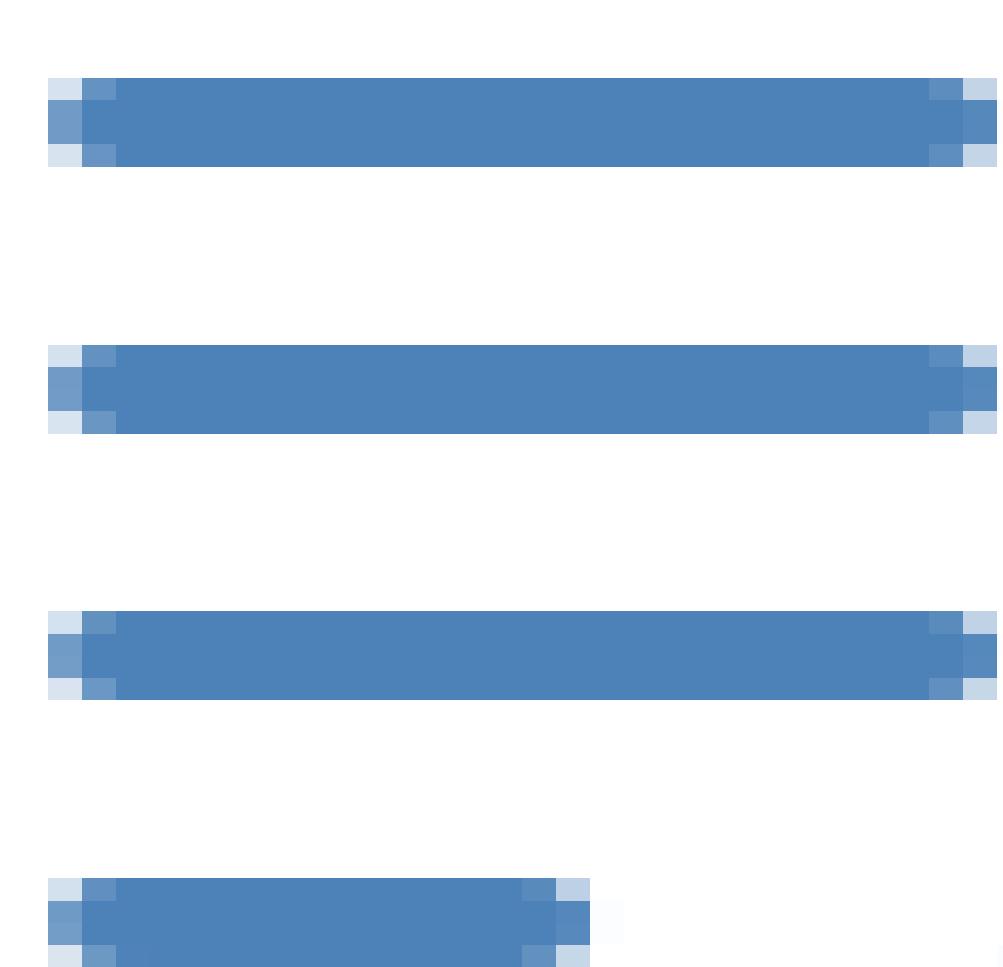


And college is full of stray frisbees on the quad.

As you know, I'm  
incredibly responsible  
and would **never** lose  
it.

But in the **unlikely** event  
I did, I could easily track  
it down using **Find My**.





And with **built-in biometric security**, only I can access my account on my Mac.

Considering I don't know my roommate yet, that might be of importance.

And like I always say,  
you can't put a price  
on a **healthy spine**.

According to *The National Library of Health*, one of the main factors affecting **spine health** in teens is **schoolbag weight**.

Fortunately,  
the MacBook Air  
weighs only  
**2.7 pounds.**

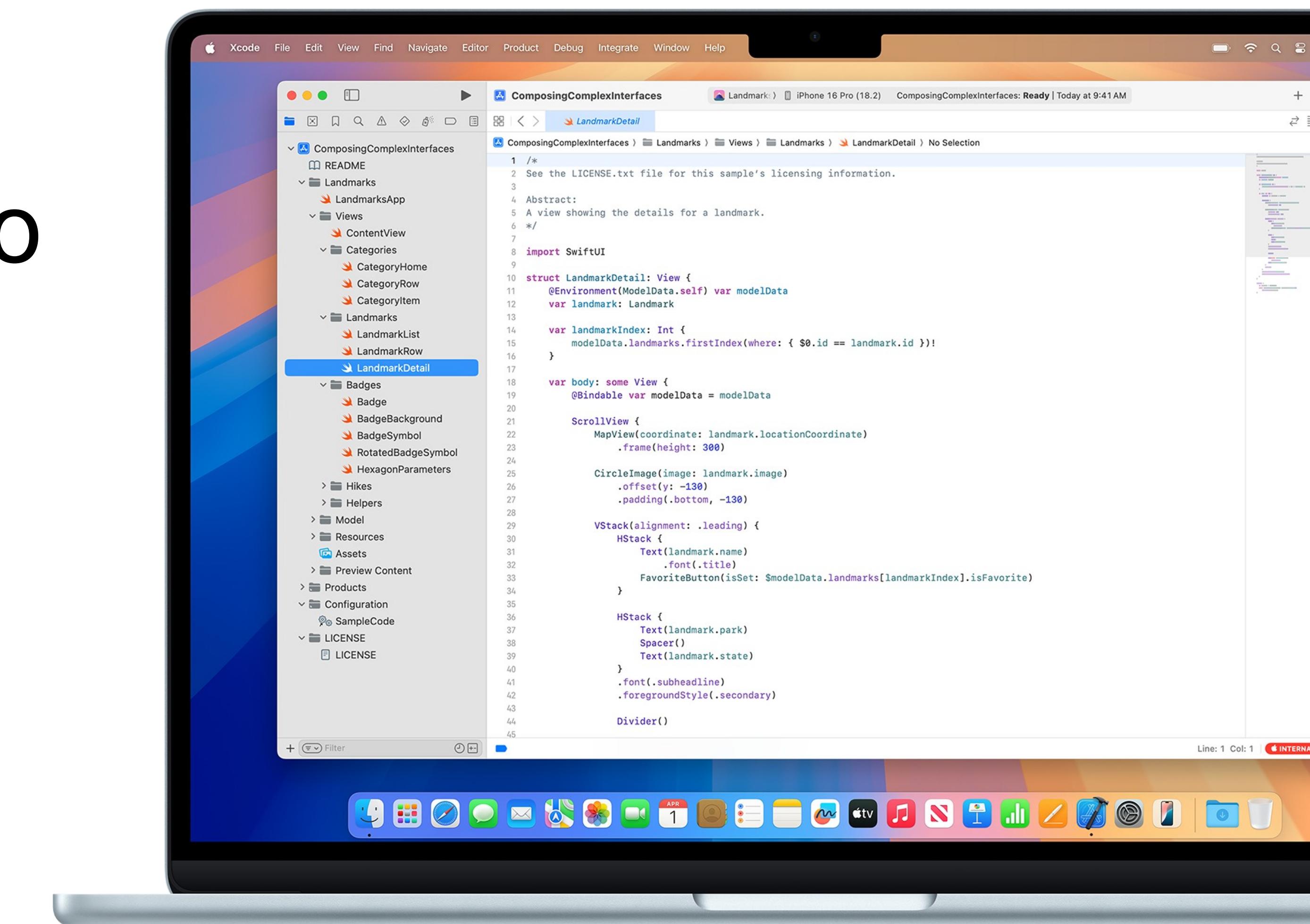
So it's  
lightweight  
and easy to  
carry  
across campus.



**Presentation Tip**

Drag and drop your intended major from the Appendix section. Don't worry, if you're "Undecided," there's a slide for that too.

As you know, I plan to study **Computer Science**. And Mac is ~~perfect for it~~, Xcode, and **PyCharm** are just a few programs I'll spend countless hours on, and they all run **seamlessly** on a Mac.



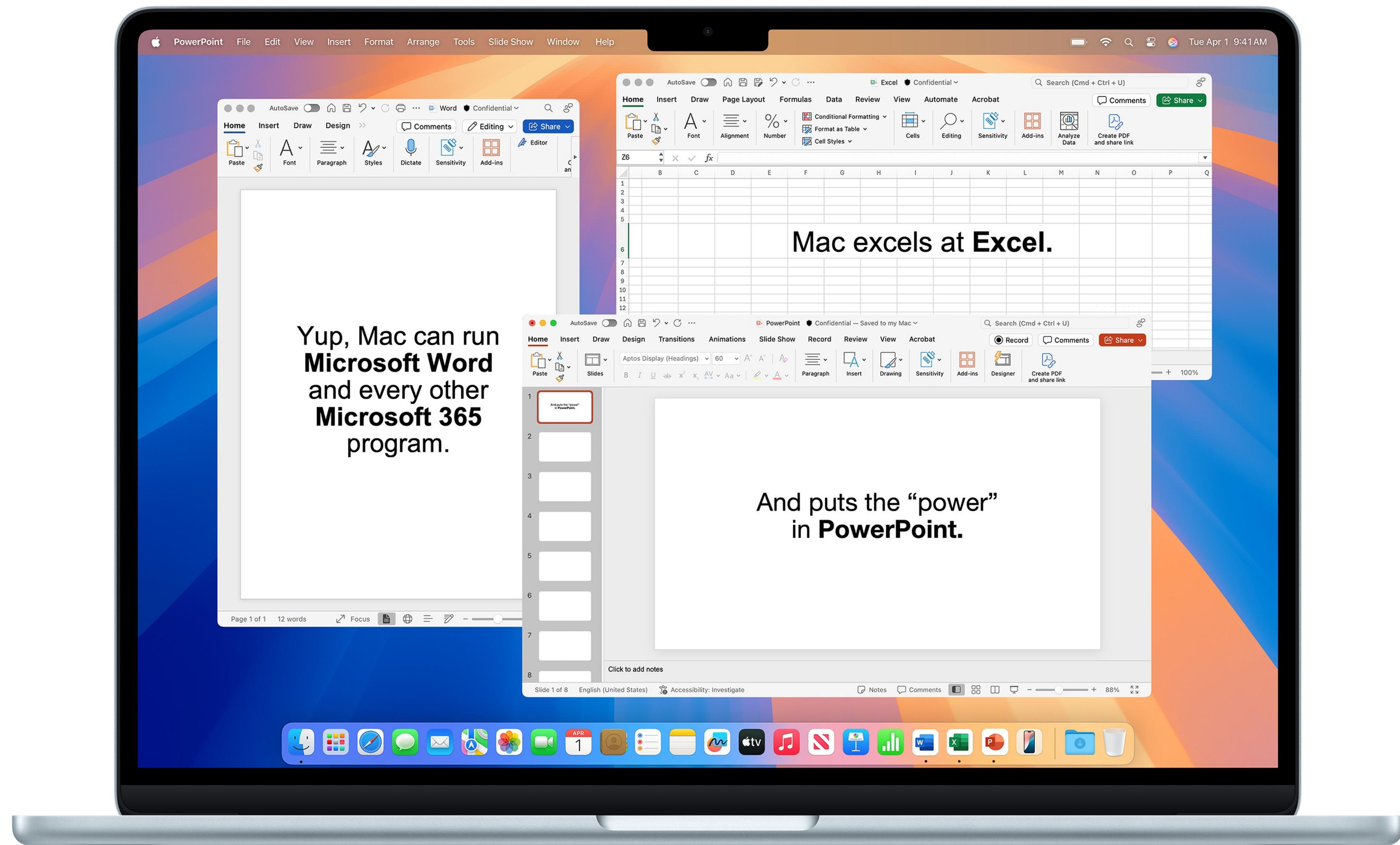


But even if I change my mind,  
I won't have to change my  
computer.

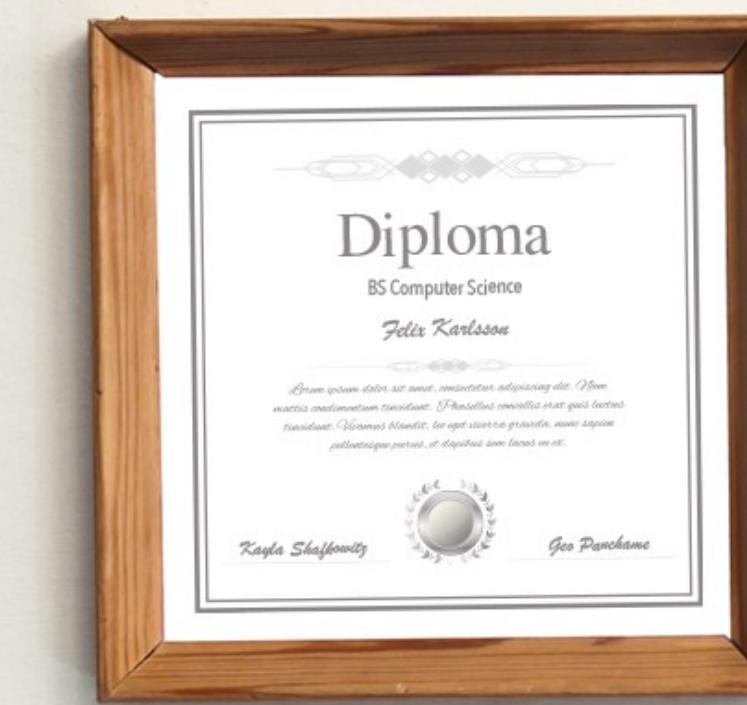


Because Mac is **compatible** with basically  
**every major** and **program** I'll ever need.



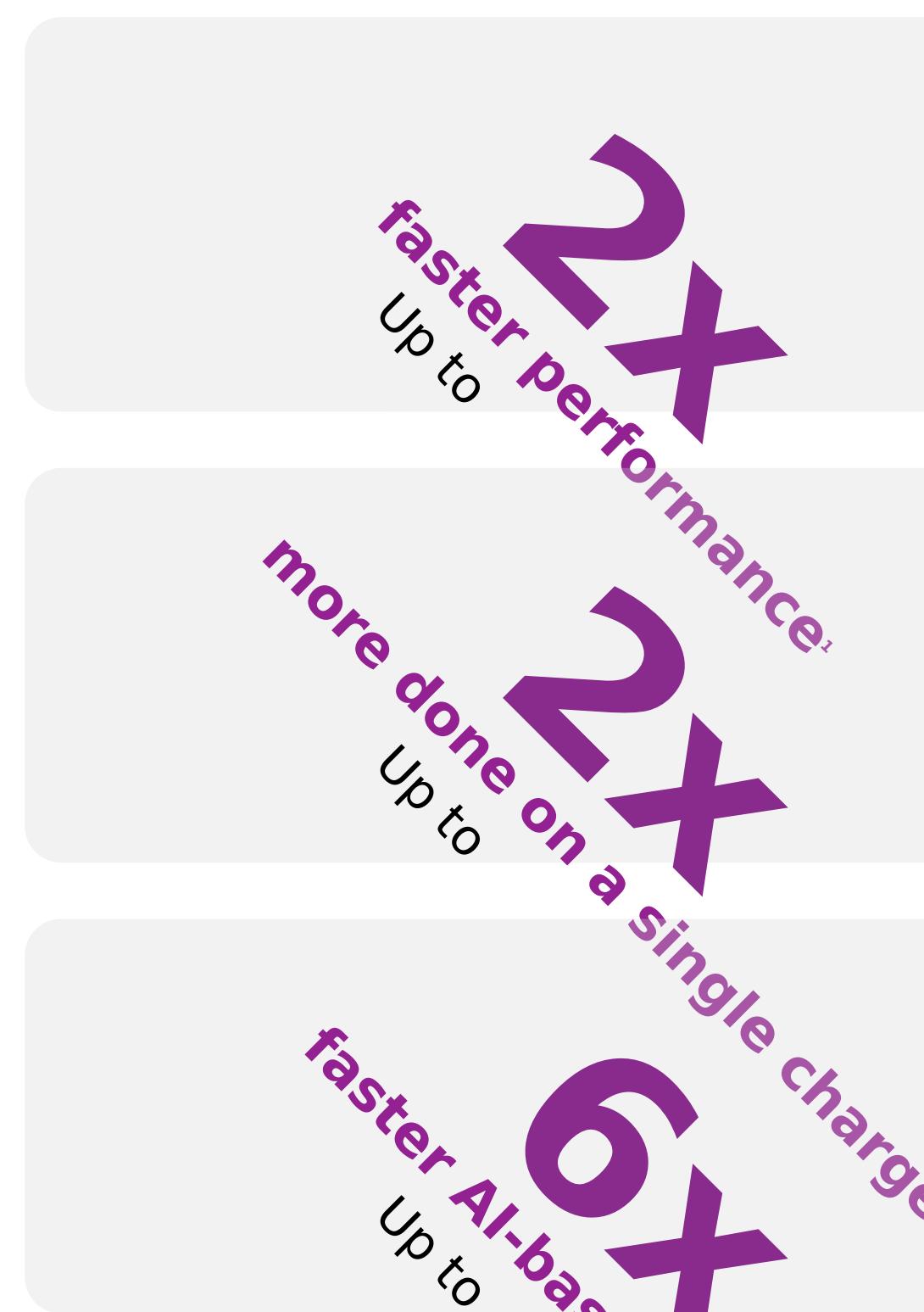


It's so powerful I can run multiple programs and do work for multiple classes at once. You could even pursue multiple majors, then be one of those people who tastefully displays their diplomas and accolades behind their desk.



# Mac outpowers PC

More schoolwork, without breaking a sweat.



<sup>1</sup>Across many tasks in photo and video editing workflows

<sup>2</sup>Code compiling on battery

<sup>3</sup>In some AI-powered tasks like photo enhancement

Testing was conducted by Apple in January 2025. See [apple.com/macbook-air](http://apple.com/macbook-air) for more information. Battery life varies by use and configuration. See [apple.com/batteries](http://apple.com/batteries) for more information.



# Mac's battery lasts all day.



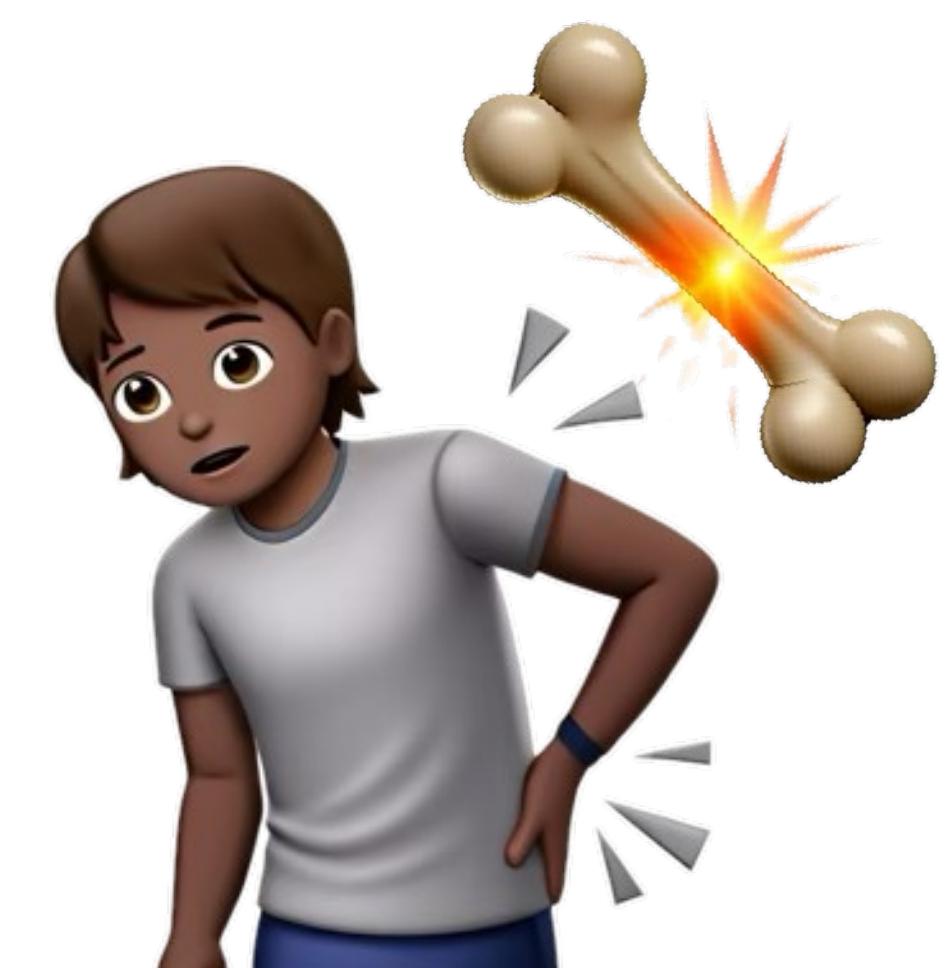
Meaning that I can go to class in the morning, spend all day studying, and **never have to plug my computer in once** during that time.

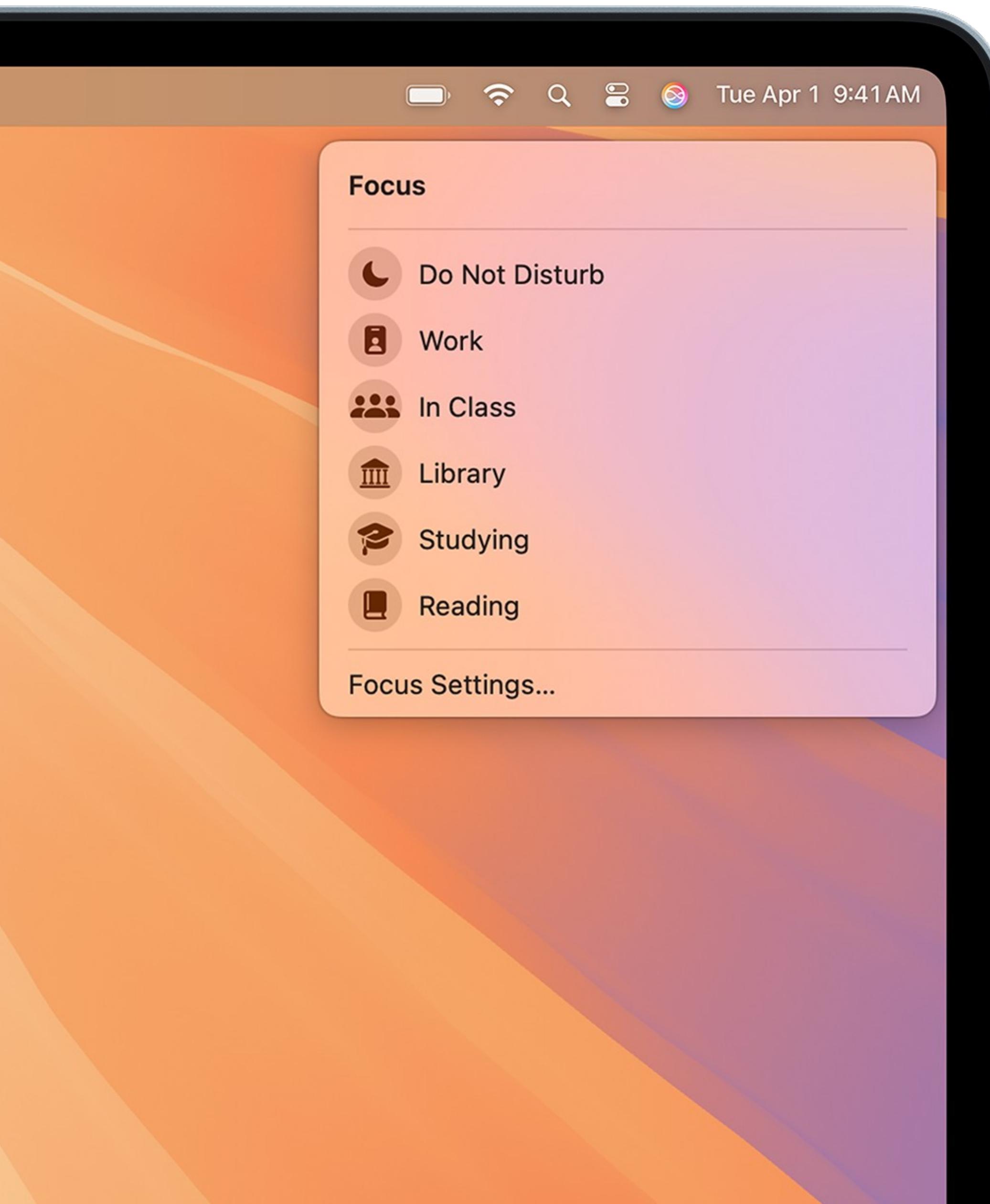
**Here are some other locations I could expand my educational horizons while also enjoying sunshine and fresh air.**



Which is important, as  
**Vitamin D deficiency** can  
cause bone pain, muscle  
weakness, and fatigue.

How can I graduate top of my class if my bones hurt?

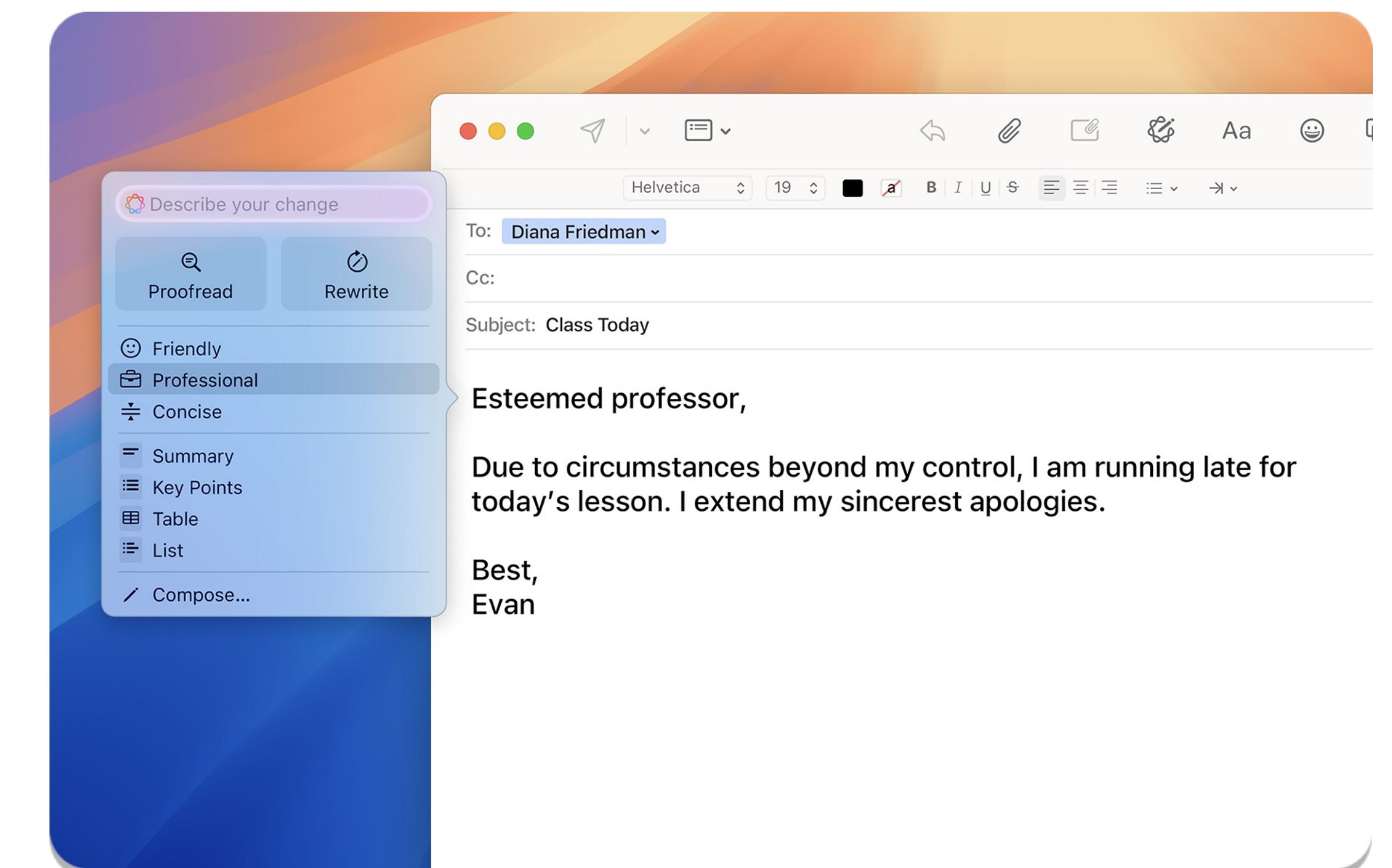




Having a Mac  
could help make  
me the greatest  
student of all  
time. No cap.<sup>1</sup>

<sup>1</sup>*No cap is an academic term widely heard across campuses of the nation's top universities. It is typically employed to underscore the veracity or absolute truth of a statement.*

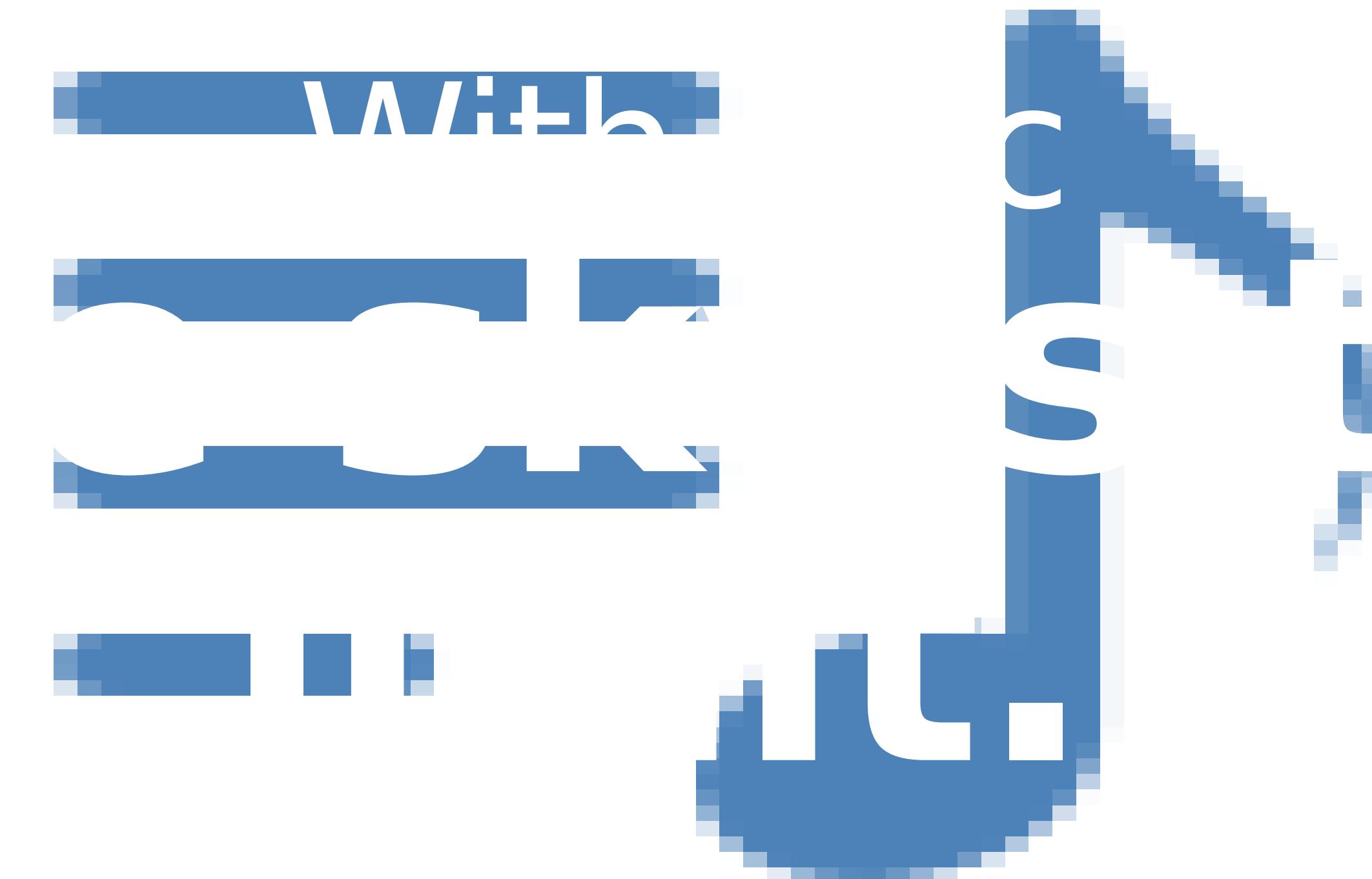
Mac has Apple Intelligence built in that can help me **improve my writing, proofread my werk, and even adjust my tone**. Considering "79% of hiring professionals identified spelling and grammatical errors as a resume deal-breaker," that also sounds like something I **100%** need.



**Presentation Tip**

To calculate the amount for your college/university, take your annual tuition, multiply it by 4, then divide it by 32 (average number of classes taken).

If Mac helps prevent me from failing one class at **[college/university]** it would save you roughly **[\$X,XXX]**.



Oh wait.  
The sky isn't even the  
limit...

The University of  
Georgia's  
research team **used**  
**Mac to discover a new**  
**planet.**

**Presentation Tip**

Everyone here won a prestigious accolade that our legal team won't let us reference : ( You can search their names to include it yourself.

These are just a few of the many prominent Scientists and intellectuals who have achieved global recognition working on Mac.



**Guido W. Imbens**  
Economic Sciences



**Katalin Karikó**  
Physiology/  
Medicine



**David W.C.  
MacMillan**  
Chemistry



**Me?**

**Presentation Tip**

Replace with photo of  
yourself.

# The majority of college students use Mac

Between **Apple**, **Google**, **Microsoft**, **Dropbox**, **OneDrive**, **Google Drive**, **Evernote**, and **FaceTime**, it will be much easier to collaborate with my future peers...



**...And co-workers.**

**Considering 84% of the world's most innovative companies run on Mac, it's highly likely that I'll be working on one after college.**

And hey, the tech wizards seem to love it as well. 



**Presentation Tip**

Search "Celebrities using MacBook" and you'll find many parent-friendly celebrities who use Mac. Add an image of your parents' favorite celeb using Mac here, and where applicable, a quote about how much they love

t.

**[Insert quote]**

**[Insert Name]**

Title

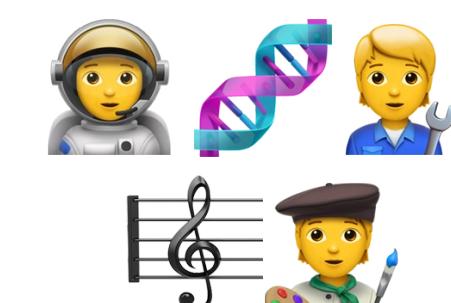
**[Insert image of celebrity with Mac]**

So...  
**What have we  
learned today?**

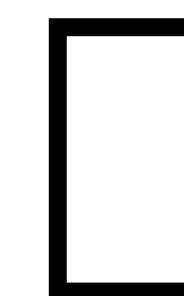
The value of a Mac is **greater than other laptops.**



It's **versatile**, and ready for any and every **academic pursuit** I choose.



Its **reliability** takes away the stress of potential crashes.



It's loaded with features that can help me be a **better student** and get a leg up on my peers.



If I get one, I will almost certainly be showered with **job offers** from highly prestigious corporations and leaders of industry.





Buy a  
MacBook Air  
from **\$899**



Buy a  
PC and...

**Antivirus Software**  
**Manual Backup Software**  
**Protective Case**  
**External Power Bank**  
**Vitamin D Pills in lieu of sunshine**  
**Another laptop because I couldn't easily locate the one I lost**

But wait!  
There's more!

If we trade in an old  
iPhone, we can get  
an even **better**  
**price.**

Get **\$40-\$630**  
when you trade in  
an iPhone.

Your device	Estimated trade-in value <sup>1</sup>
iPhone 15 Pro Max	Up to \$630
iPhone 15 Pro	Up to \$500
iPhone 15 Plus	Up to \$440
iPhone 15	Up to \$400
iPhone 14 Pro Max	Up to \$450
iPhone 14 Pro	Up to \$380
iPhone 14 Plus	Up to \$300
iPhone 14	Up to \$290

In summation, sending me to college without a Mac is like trying to run a marathon in scuba gear.

**Presentation Tip**

See Appendix to replace the metaphor in red with one that most closely aligns with your parents' hobbies or interests. Or, create your own.



And don't worry, I've also linked the **nearest location** to buy one for your purchasing convenience.



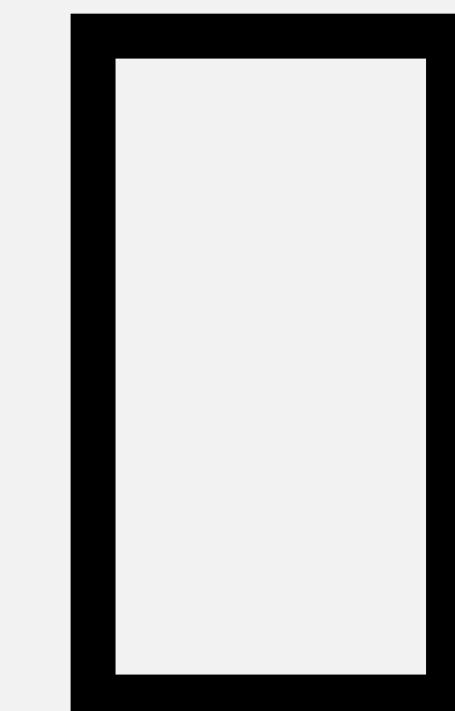
[\*\*Click\*\*](#) to find your nearest Apple Store

And here's where we can get ice cream afterward to celebrate and create a few more **cherished memories** before I set off for college.

My treat 😊

**Presentation Tip**

Remove "my treat" if you don't want to treat your parents to ice cream. However, you totally should.



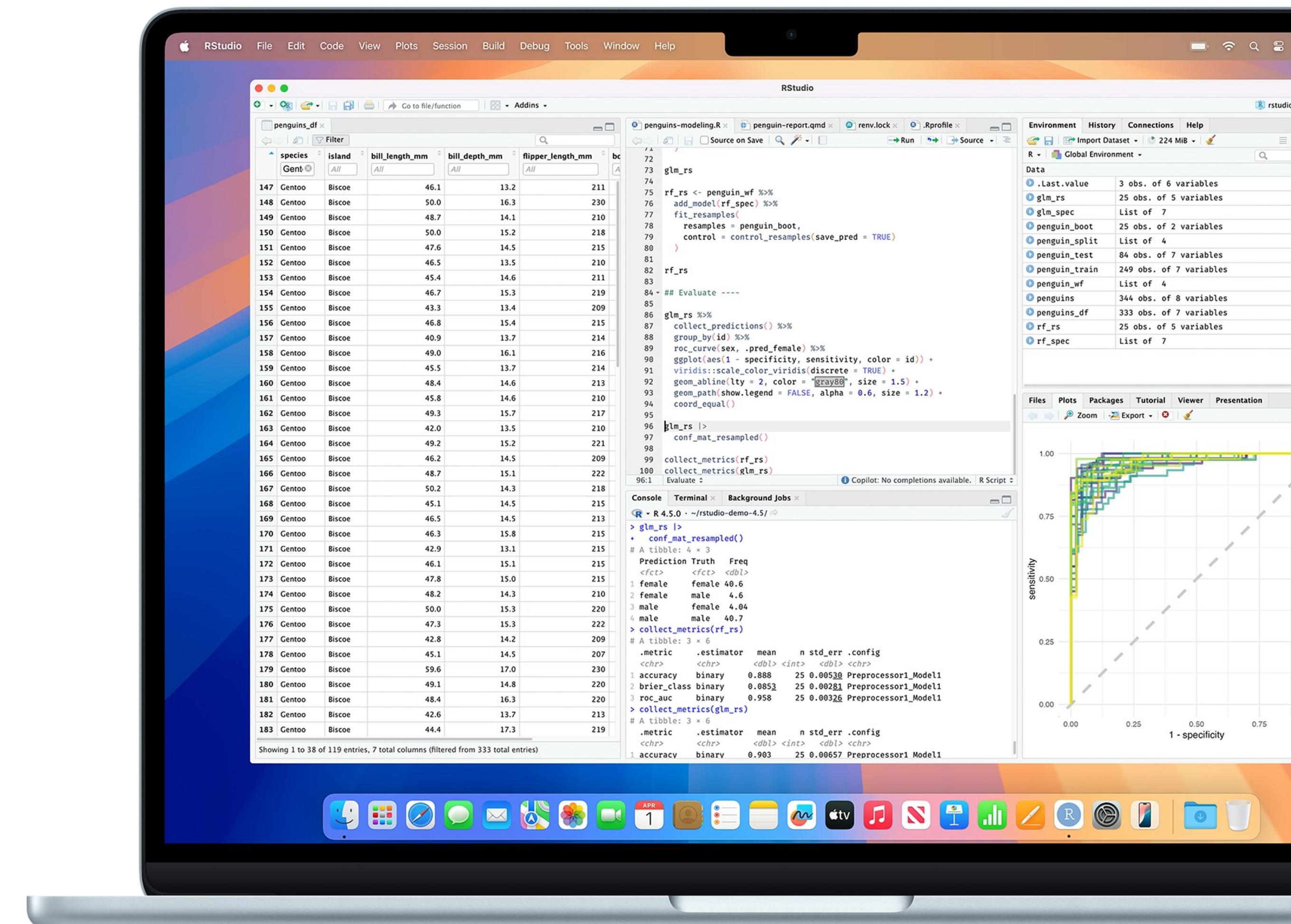
[Click](#) to find the nearest Ice Cream store  
[123 Ice Cream Way (2.3mi)]



# Appendix

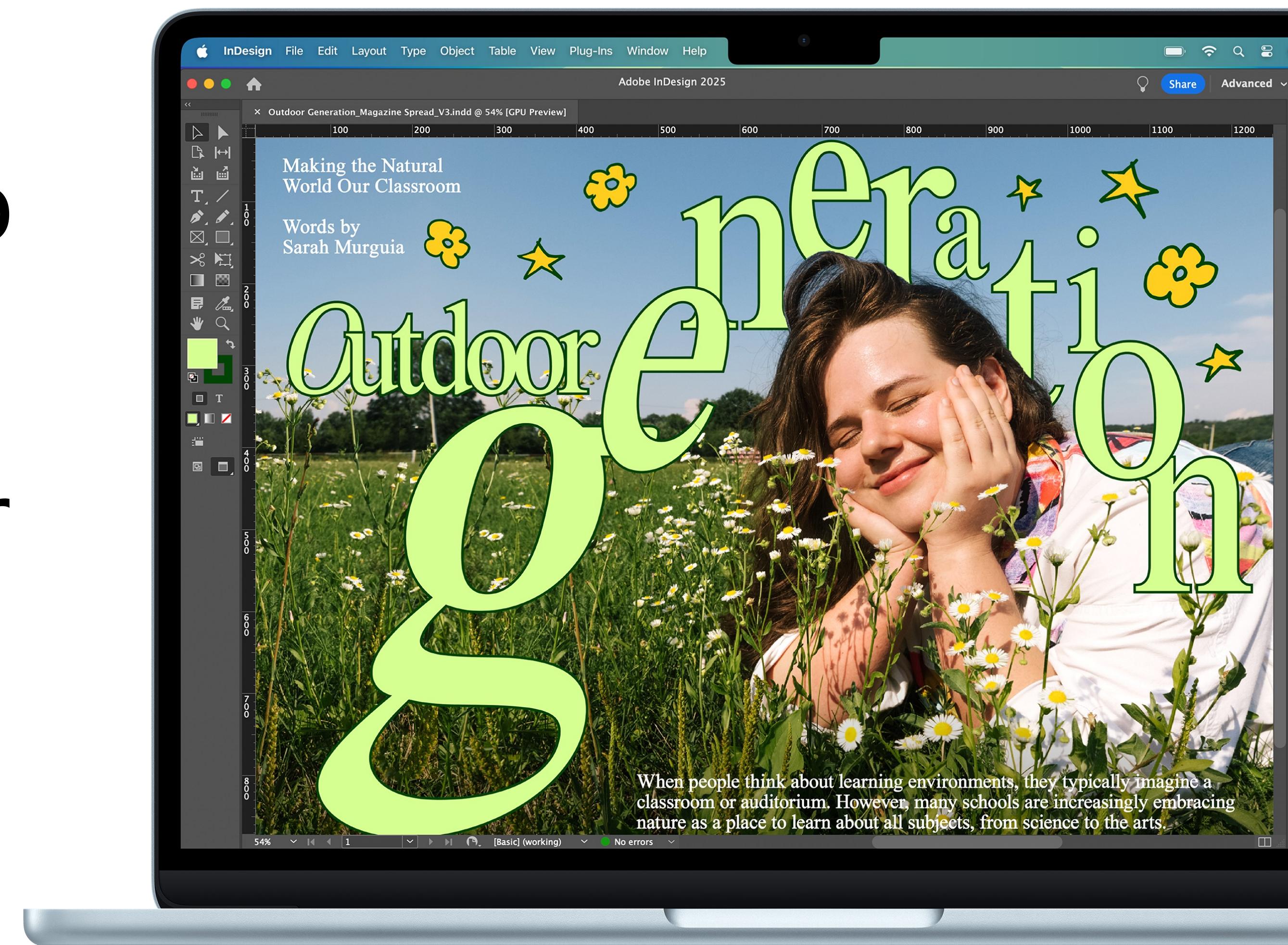
Drag and drop your intended  
major to replace **slide 30**.

As you know, I plan to study **Biology**. And Mac is perfect for it! **ImageJ/FIJI**, **RStudio**, and **ChimeraX** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

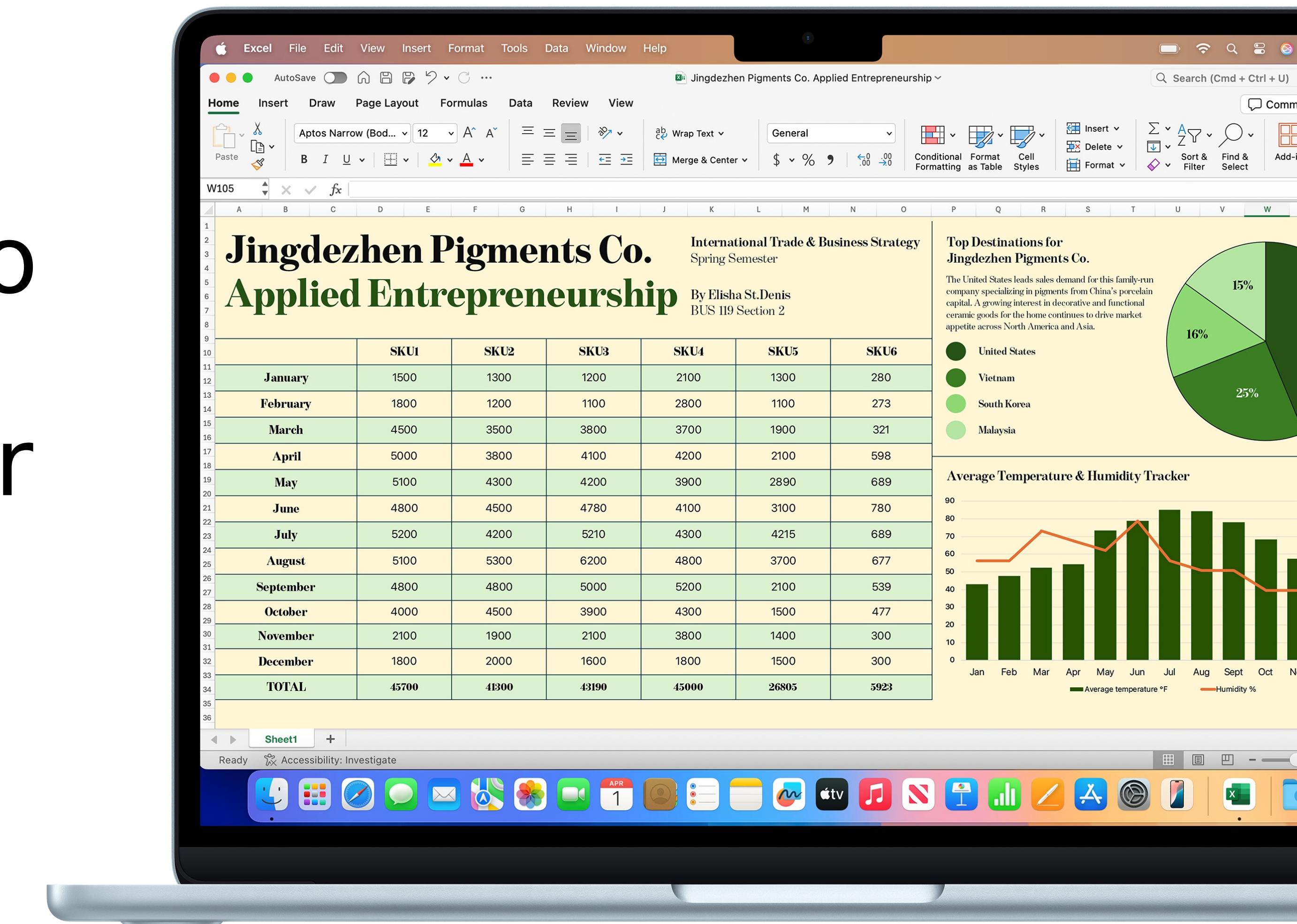


As you know, I plan to study **Communications**.

**Adobe Creative Suite**, **Perfect for Premiere Pro**, and **Hootsuite** are just a few programs I'll spend countless hours on, and I'd like to communicate that they all run **seamlessly** on a Mac.



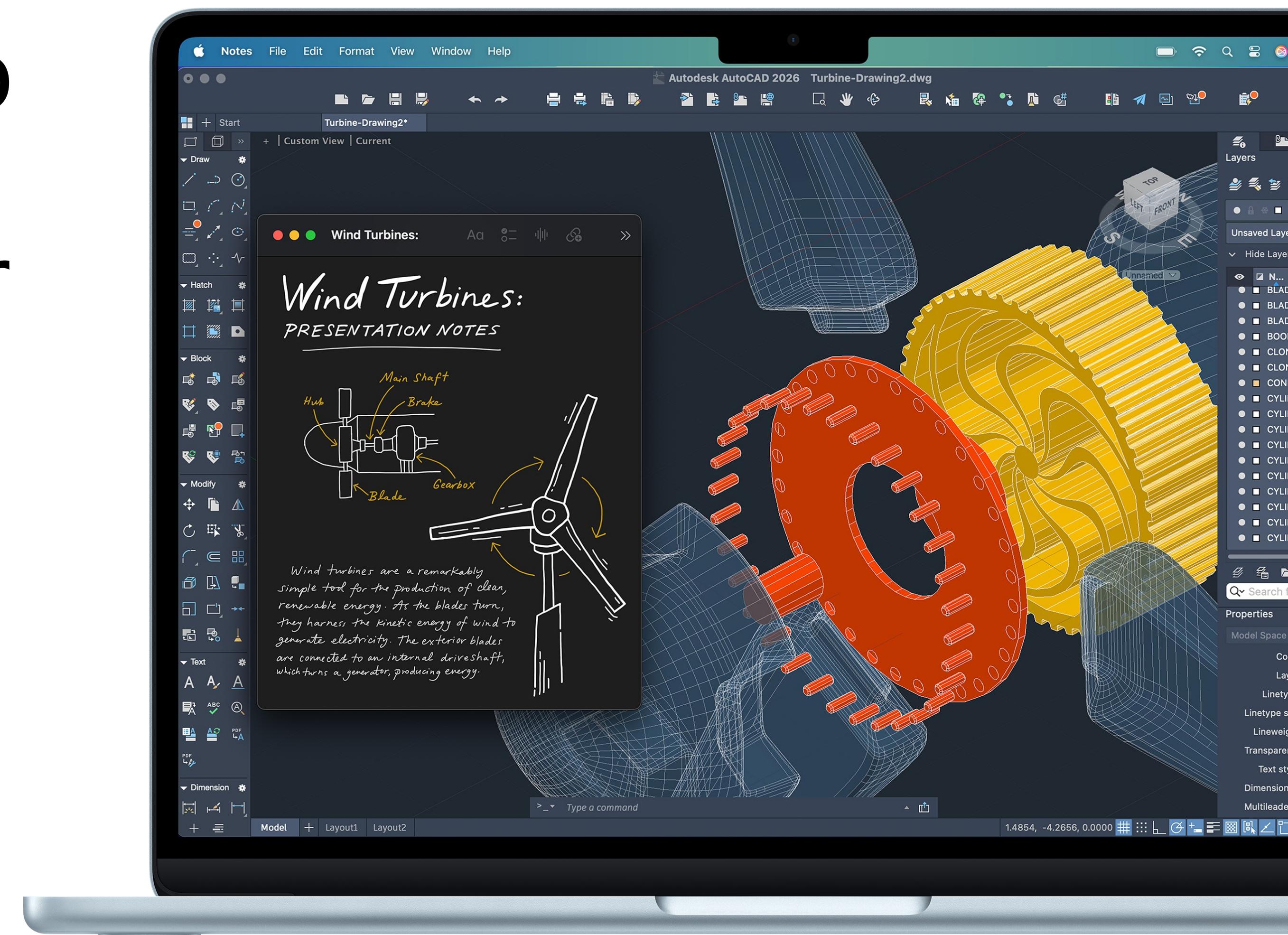
As you know, I plan to study **Economics**. And Mac is perfect for **Excel**, **RStudio** and **MATLAB** are just a few programs I'll spend countless hours on, and they all run **seamlessly** on a Mac.



As you know, I plan to study **Engineering**. And Mac is perfect for it.

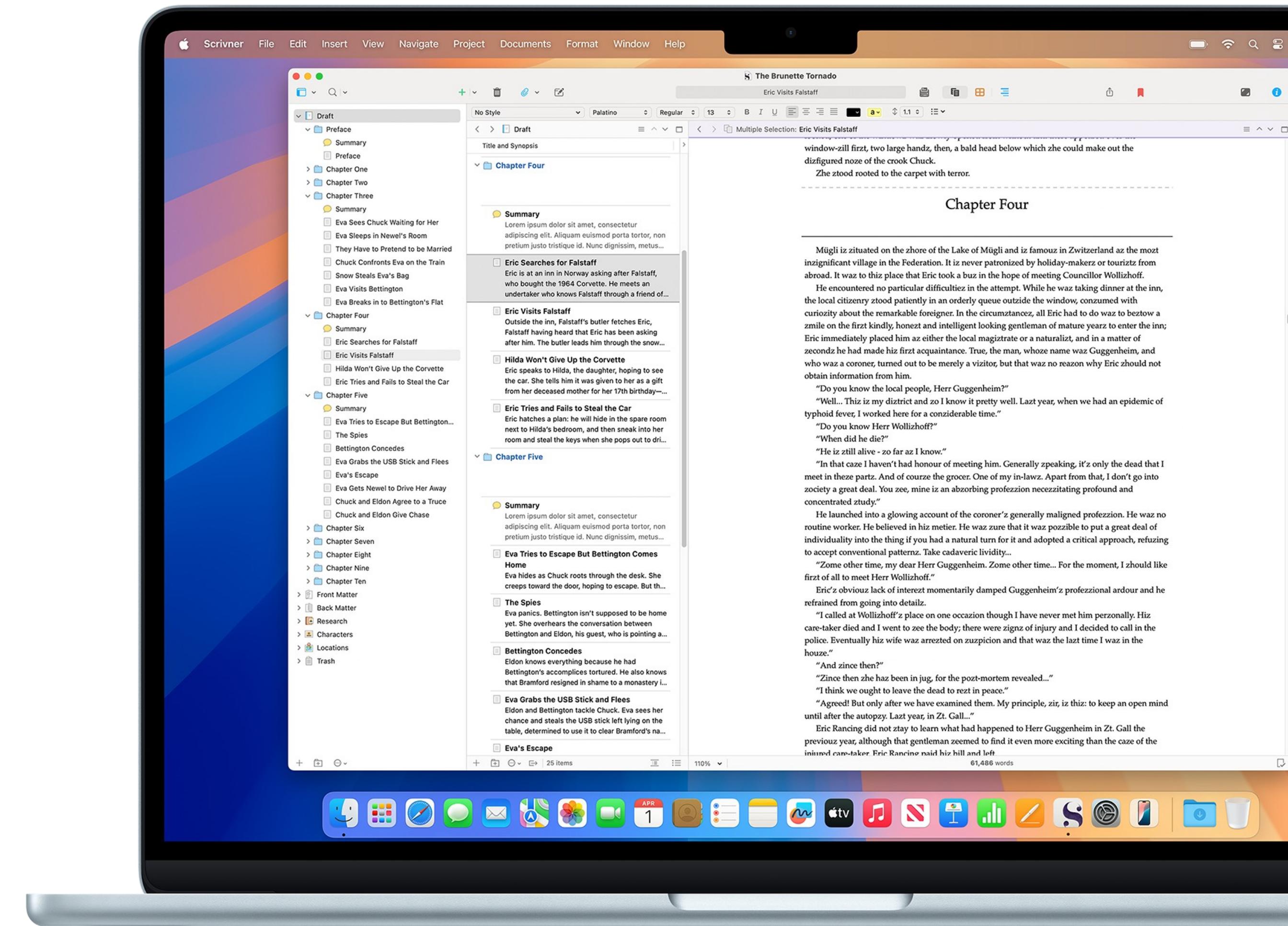
**MATLAB**, **AutoCAD** and **Mathematica** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

Not to mention valuable tools like **Xcode** and **OmniGraffle** that don't work on a PC.



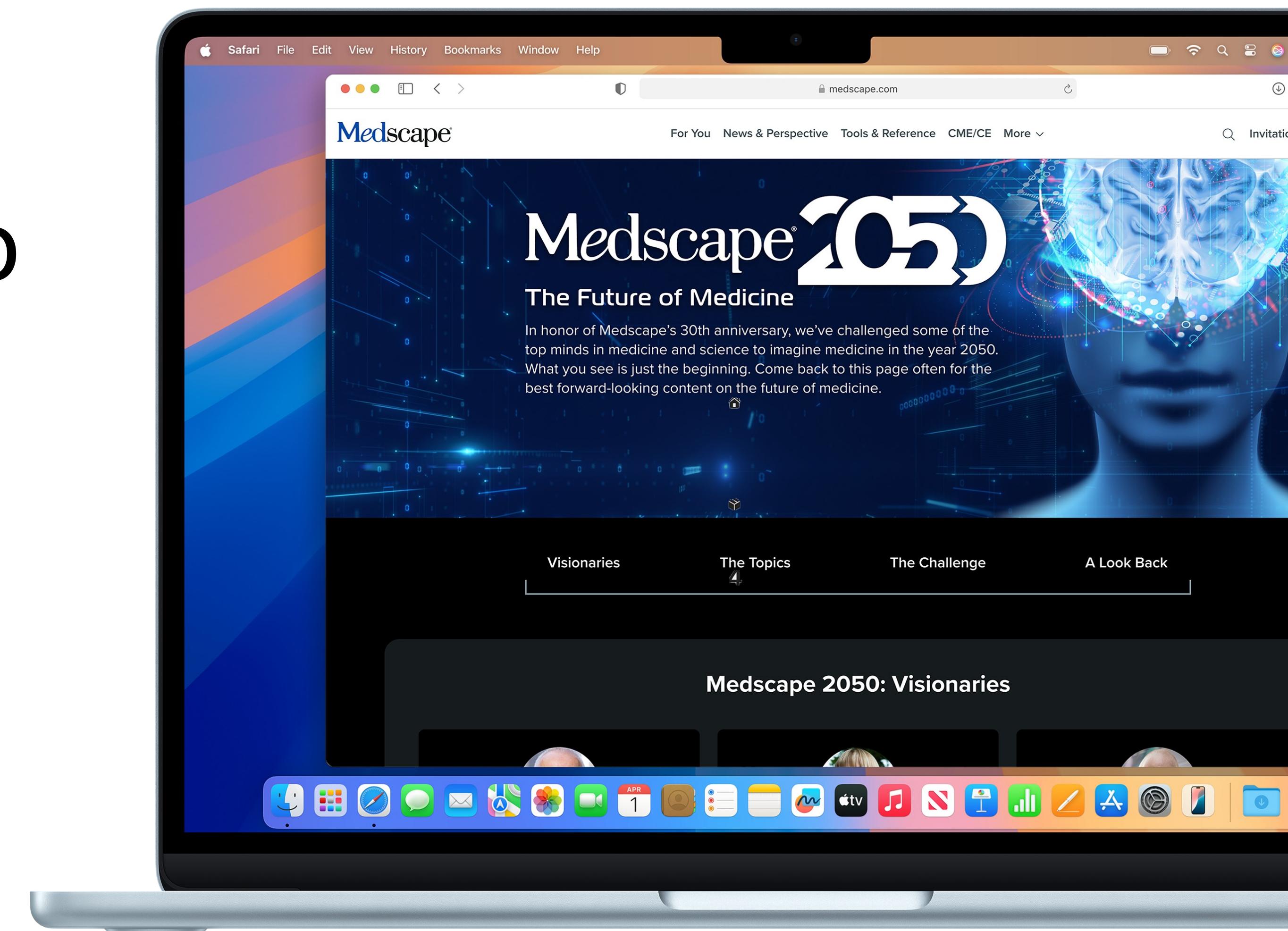
As you know, I plan to study **English**. And Mac is perfect. **Scrivener**, **Grammarly**, and **Zotero** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

I could go on, but as Shakespeare said, "brevity is the soul of wit."

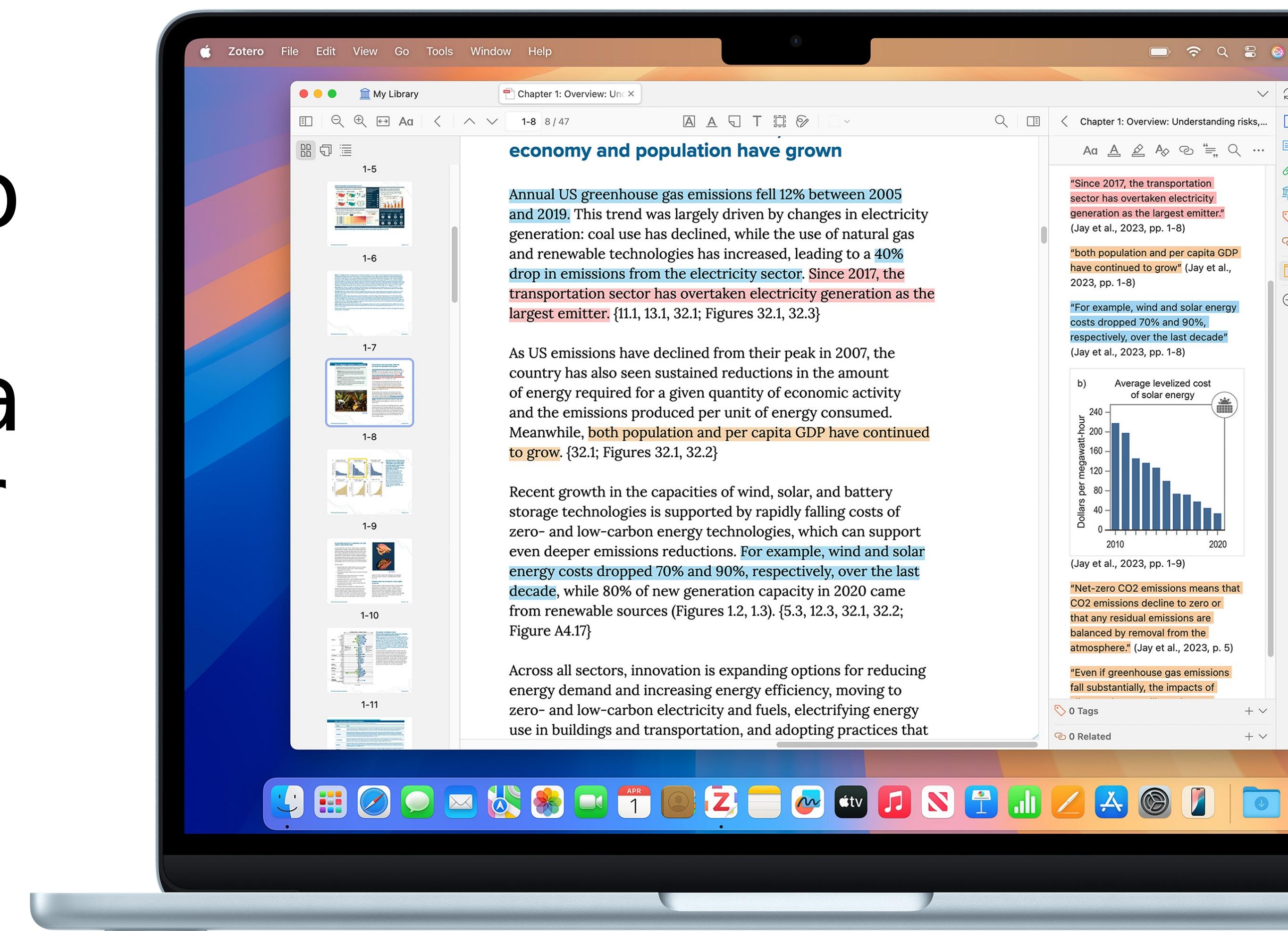


As you know, I plan to study **Nursing**. And Mac is perfect for it.

**Medscape** and **Nursing Central** are just a few programs I'll spend countless hours on, and they both run seamlessly on Mac.



As you know, I plan to study **Political Science**. And Mac's a winning candidate for it. **EndNote** and **Zotero** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

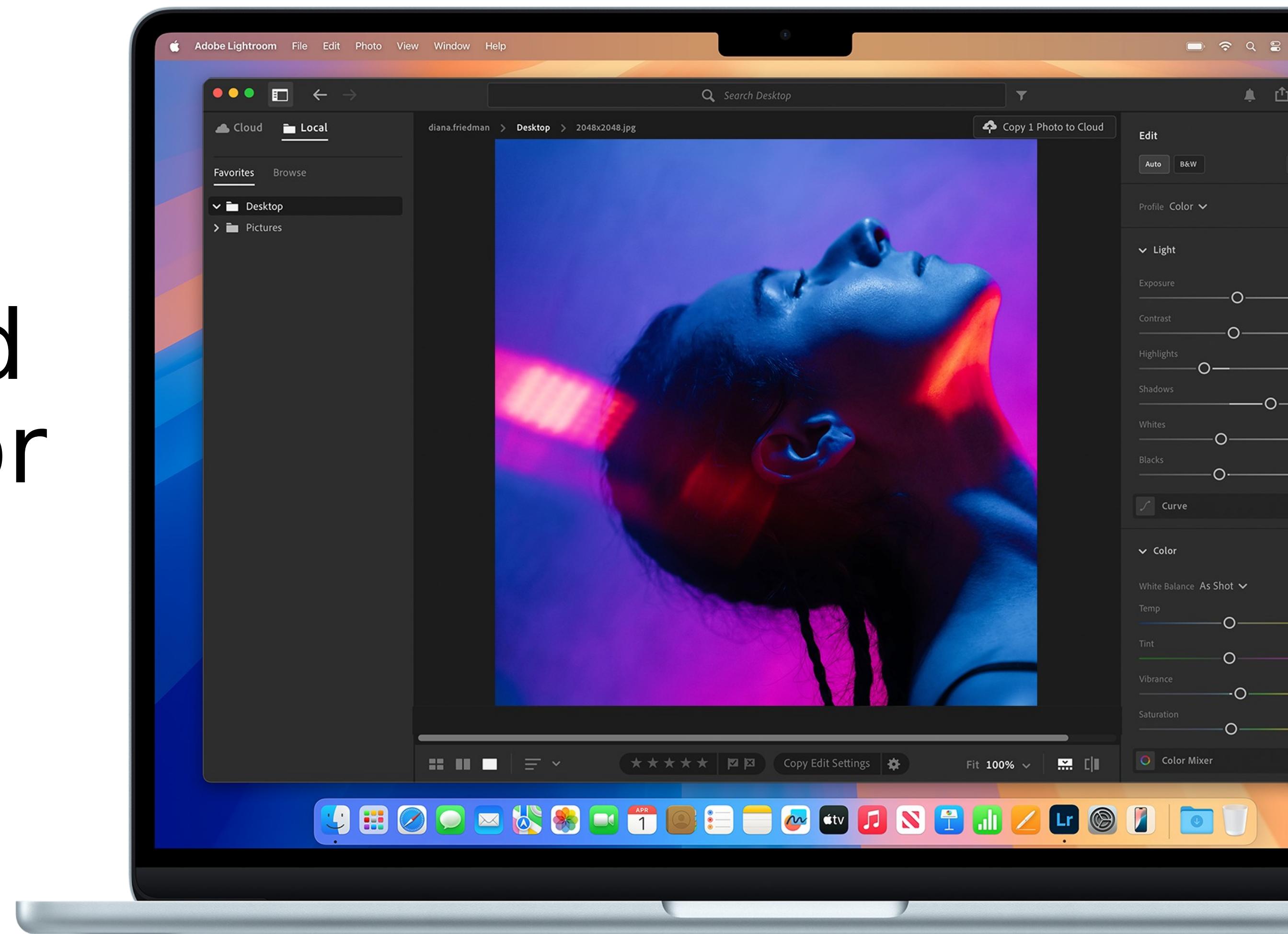


As you know, I plan to study **Psychology**. And Mac is perfect for it in my own version of Maslow's Hierarchy of (College) Needs, MacBook sits at the top of it, just below the full-hearted support from my beloved parents.

**SPSS**, **Tableau**, and **MindNode** are just a few programs I'll spend countless hours on, and all of them run **seamlessly** on Mac.



As you know, I plan to study **Visual Art**. And Mac is a work of art for **Adobe Photoshop, InDesign, and Illustrator** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

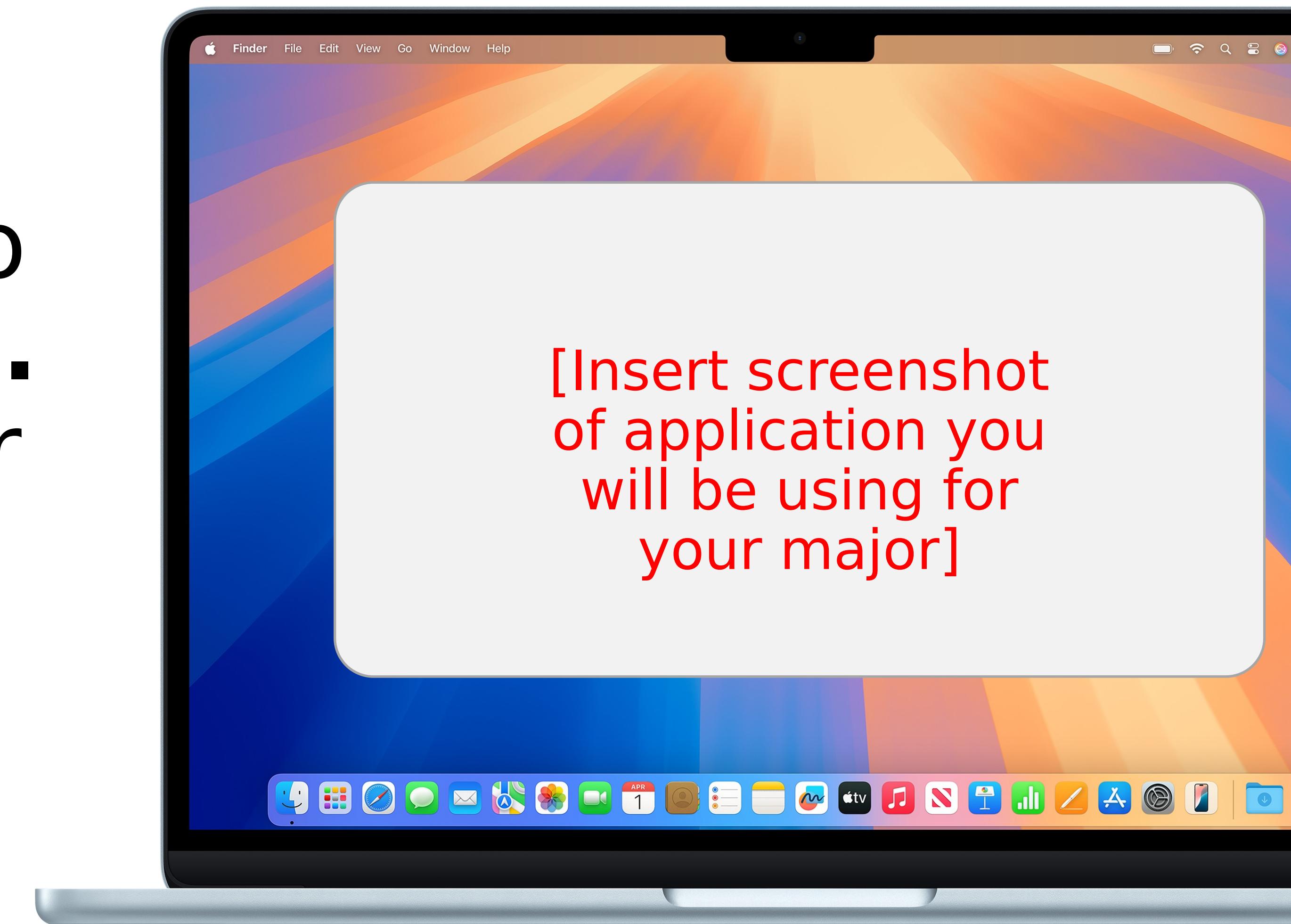


**Presentation Tip**

If our list of majors does not include yours, please create your own.

As you know, I plan to study **[Major Name]**. And Mac is perfect for it.

**[Application]**, **[Application]**, and **[Application]** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.



Even though I'm "Undecided," Mac is the one thing I'm not undecided on.

**Mac Means  
Business.  
And Accounting.  
And Philosophy.  
And Pre-Med.  
And Biomedical  
Engineering.**

Drag and drop the metaphor with one  
that most closely aligns with your  
parents' hobbies or interests to  
replace **slide 54**.  
Or feel free to write your own.

In summation, sending me to college without a Mac is like sending a big league slugger into the batter's box with a broomstick.



In summation, sending me to college without a Mac is like trying to play a full 90 in steel-toe work boots.



In summation, sending me to college without a Mac is like trying to grow orchids in a zone 2 hardiness region.



In summation, sending me to college without a Mac is like throwing a thin walled vase while wearing a blindfold.



In summation, sending  
me to college without a  
Mac is like going to a  
reformer Pilates class  
without grip socks.



In summation, sending me to college without a Mac is like trying to bake a tiramisu without a timer.



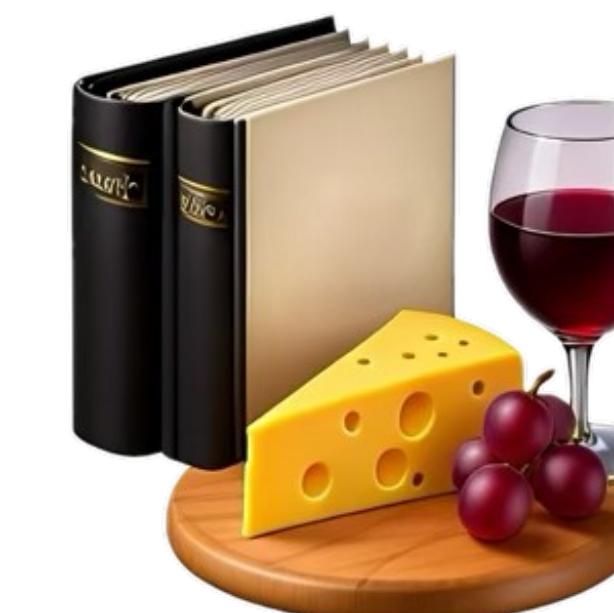
In summation, sending me to college without a Mac is like trying to thread a bobbin wearing a blindfold.



In summation, sending me to college without a Mac is like kayaking upstream with a pool noodle for a paddle.



In summation, sending me to college without a Mac is like going to book club without hors d'oeuvres.



In summation, sending me to college without a Mac is like sending me to the dragstrip with a four-cylinder engine.

